

AO 440 (Rev. 03/08) Civil Summons

UNITED STATES DISTRICT COURT **E-filing**  
for the

Northern District of California

**JSW**

MARSHA GINSBURG,

Plaintiff

HEARST COMMUNICATIONS, INC.; HEARST

Defendant

CORPORATION: HEARST NEWSPAPERS,

)  
) **CV 08** Civil Action No.  
)

**3031**

**Summons in a Civil Action**

To: HEARST COMMUNICATIONS, INC.; HEARST CORPORATION; HEARST NEWSPAPERS  
(Defendant's name)

A lawsuit has been filed against you.

Within 20 days after service of this summons on you (not counting the day you received it), you must serve on the plaintiff an answer to the attached complaint or a motion under Rule 12 of the Federal Rules of Civil Procedure. The answer or motion must be served on the plaintiff's attorney, whose name and address are:

Louis A. Highman #61703, Bruce J. Highman #101760  
HIGHMAN, HIGHMAN & BALL, A Professional Law Association  
870 Market Street, Suite 467  
San Francisco, California 94102  
(415) 982-5563

If you fail to do so, judgment by default will be entered against you for the relief demanded in the complaint. You also must file your answer or motion with the court.

**JUN 20 2008**

Date: \_\_\_\_\_

Richard W. Wisting

Name of clerk of court

ANNA SPRINKLES  
Deputy clerk's signature

**ANNA SPRINKLES**

(Use 60 days if the defendant is the United States or a United States agency, or is an officer or employee of the United States allowed 60 days by Rule 12(a)(3).)

**Proof of Service**

I declare under penalty of perjury that I served the summons and complaint in this case on HEARST CORPORATION ON  
by: JULY 2, 2008

(1) personally delivering a copy of each to the individual at this place, \_\_\_\_\_; or

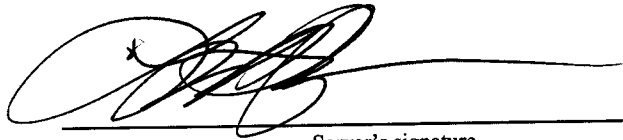
(2) leaving a copy of each at the individual's dwelling or usual place of abode with \_\_\_\_\_  
who resides there and is of suitable age and discretion; or

(3) delivering a copy of each to an agent authorized by appointment or by law to receive it whose name is  
Frank Bennack, President and CEO HEARST CORPORATION \*\*; or

(4) returning the summons unexecuted to the court clerk on \_\_\_\_\_.

My fees are \$ 0 for travel and \$ 0 for services, for a total of \$ 0.

Date: July 14, 2008



Server's signature

Louis A. Highman, Attorney at Law

Printed name and title

HIGHMAN, HIGHMAN & BALL  
870 Market Street, Suite 467  
San Francisco, CA 94102

Server's address

**\*\* This service of process is done in accordance with Rule Four of the Federal Rules of Civil Procedure, and the California Code of Civil Procedure Section 415.40 which states the following:**

"A summons may be served on a person outside this state in any manner provided by this article or by sending a copy of the summons and of the complaint to the person to be served by first-class mail, postage prepaid, requiring a return receipt. Service of a summons by this form of mail is deemed complete on the 10th day after such mailing."

**SENDER: COMPLETE THIS SECTION**

- Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.
- Print your name and address on the reverse so that we can return the card to you.
- Attach this card to the back of the mailpiece, or on the front if space permits.

**1. Article Addressed to:**

Mr. Frank A. Bennack, Jr.  
President and CEO  
HEARST CORPORATION  
300 W. 57th Street, 43rd Floor  
New York, New York 10019

**2. Article Number**  
(Transfer from service label)

7006 0100 0005 7410 1778

PS Form 3811, February 2004

Domestic Return Receipt

102595-02-M-1540

**COMPLETE THIS SECTION ON DELIVERY****A. Signature**X *Alpha Kake*

- ☒
- Agent
- 
- ☐
- Addressee

**B. Received by (Printed Name)***Alpha Kake***C. Date of Delivery**

- D. Is delivery address different from item 1?** ☐ Yes  
 If YES, enter delivery address below: ☐ No

**3. Service Type**

- ☒ Certified Mail ☐ Express Mail  
☐ Registered ☐ Return Receipt for Merchandise  
☐ Insured Mail ☐ C.O.D.

**4. Restricted Delivery? (Extra Fee)** ☐ Yes**U.S. Postal Service™****CERTIFIED MAIL™ RECEIPT**

(Domestic Mail Only; No Insurance Coverage Provided)

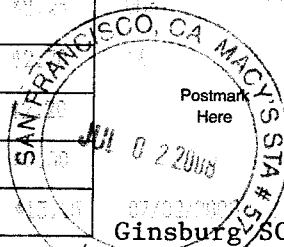
For delivery information visit our website at [www.usps.com](http://www.usps.com)®**OFFICIAL USE**

Postage \$

Certified Fee

Return Receipt Fee  
(Endorsement Required)Restricted Delivery Fee  
(Endorsement Required)

Total Postage &amp; Fees \$

Sent To **Frank Bennack, President and CEO****Hearst Corporation**Street, Apt. No.,  
or PO Box No. **300 W. 57th Street, 43rd Floor**City, State, ZIP+4® **New York, New York 10019**

PS Form 3800, June 2002

See Reverse for Instructions

7006 0100 0005 7410 1778

**Proof of Service**

I declare under penalty of perjury that I served the summons and complaint in this case on HEARST COMMUNICATIONS, INC.  
by: on July 2, 2008

(1) personally delivering a copy of each to the individual at this place, \_\_\_\_\_; or

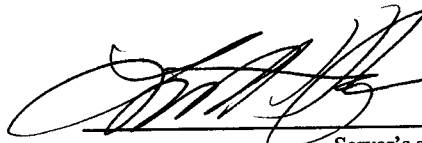
(2) leaving a copy of each at the individual's dwelling or usual place of abode with \_\_\_\_\_  
who resides there and is of suitable age and discretion; or

(3) delivering a copy of each to an agent authorized by appointment or by law to receive it whose name is  
Frank Bennack, President & CEO HEARST COMMUNICATIONS, INC. \*\*; or

(4) returning the summons unexecuted to the court clerk on \_\_\_\_\_.

My fees are \$ 0 for travel and \$ 0 for services, for a total of \$ 0.

Date: July 14, 2008

  
\_\_\_\_\_  
Server's signature


Louis A. Highman, Attorney at Law  
Printed name and title

HIGHMAN, HIGHMAN & BALL  
870 Market Street, Suite 467  
San Francisco, CA 94102

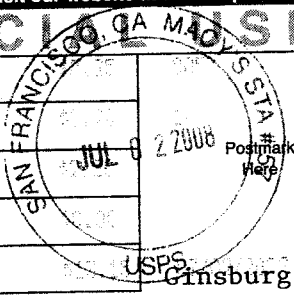
\_\_\_\_\_  
Server's address

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SENDER: COMPLETE THIS SECTION		COMPLETE THIS SECTION ON DELIVERY	
<p>■ Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.</p> <p>■ Print your name and address on the reverse so that we can return the card to you.</p> <p>■ Attach this card to the back of the mailpiece, or on the front if space permits.</p>		<p>A. Signature  <input type="checkbox"/> Agent <input type="checkbox"/> Addressee</p> <p>X</p>	
<p>1. Article Addressed to:</p> <p>Mr. Frank A. Bennack, Jr. President and CEO HEARST COMMUNICATIONS, INC. 300 W. 57th Street, 43rd Floor New York, New York 10019</p>		<p>B. Received by (Printed Name) <u>Alpha Lake</u> C. Date of Delivery <u>7/8/08</u></p>	
<p>2. Article Number (Transfer from service label)</p> <p>7006 0100 0005 7410 1785</p>		<p>D. Is delivery address different from item 1? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If YES, enter delivery address below:</p>	
<p>PS Form 3811, February 2004</p>		<p>3. Service Type</p> <p><input checked="" type="checkbox"/> Certified Mail <input type="checkbox"/> Express Mail</p> <p><input type="checkbox"/> Registered <input type="checkbox"/> Return Receipt for Merchandise</p> <p><input type="checkbox"/> Insured Mail <input type="checkbox"/> C.O.D.</p>	
<p>Domestic Return Receipt</p>		<p>4. Restricted Delivery? (Extra Fee) <input type="checkbox"/> Yes</p>	
<p>102595-02-M-1540</p>			

7006 0100 0005 7410 1785

U.S. Postal Service™ CERTIFIED MAIL™ RECEIPT (Domestic Mail Only; No Insurance Coverage Provided)	
For delivery information visit our website at <a href="http://www.usps.com">www.usps.com</a>	
OFFICIAL USE	
Postage \$	
Certified Fee	
Return Receipt Fee (Endorsement Required)	
Restricted Delivery Fee (Endorsement Required)	
Total Postage & Fees \$	
<p>Sent To Mr. Frank Bennack, President &amp; CEO Hearst Communications, Inc. Street, Apt. No., or PO Box No. 300 W. 57th Street, 43rd Floor City, State, ZIP+4 New York, New York 10019</p>	
<p>PS Form 3800, June 2002 See Reverse for Instructions</p>	

Proof of Service

I declare under penalty of perjury that I served the summons and complaint in this case on HEARST NEWSPAPERS,  
by: ON JULY 2, 2008

(1) personally delivering a copy of each to the individual at this place, \_\_\_\_\_; or

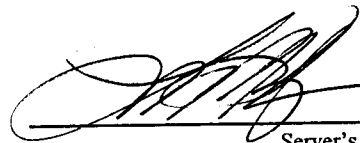
(2) leaving a copy of each at the individual's dwelling or usual place of abode with \_\_\_\_\_  
who resides there and is of suitable age and discretion; or

(3) delivering a copy of each to an agent authorized by appointment or by law to receive it whose name is  
GEORGE IRISH, PRESIDENT OF HEARST NEWSPAPERS \*\*; or

(4) returning the summons unexecuted to the court clerk on \_\_\_\_\_.

My fees are \$ 0 for travel and \$ 0 for services, for a total of \$ 0.

Date: July 14, 2008

  
\_\_\_\_\_  
Server's signature

Louis A. Highman, Attorney at Law  
Printed name and title

HIGHMAN, HIGHMAN & BALL  
870 Market Street, Suite 467  
San Francisco, CA 94102

\_\_\_\_\_  
Server's address

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SENDER: COMPLETE THIS SECTION		COMPLETE THIS SECTION ON DELIVERY	
<ul style="list-style-type: none"> <li>■ Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.</li> <li>■ Print your name and address on the reverse so that we can return the card to you.</li> <li>■ Attach this card to the back of the mailpiece, or on the front if space permits.</li> </ul>		A. Signature X <i>[Signature]</i> <input type="checkbox"/> Agent <input type="checkbox"/> Addressee	
1. Article Addressed to: Mr. George B. Irish President HEARST NEWSPAPERS 300 W. 57th Street, 43rd Floor New York, New York 10019		B. Received By (Printed Name): <i>Alpha Kappa</i> C. Date of Delivery: <i>7</i>	
		D. Is delivery address different from item 1? <input type="checkbox"/> Yes <input type="checkbox"/> No If YES, enter delivery address below:	
		3. Service Type <input checked="" type="checkbox"/> Certified Mail <input type="checkbox"/> Express Mail <input type="checkbox"/> Registered <input type="checkbox"/> Return Receipt for Merchandise <input type="checkbox"/> Insured Mail <input type="checkbox"/> C.O.D.	
		4. Restricted Delivery? (Extra Fee) <input type="checkbox"/> Yes	
2. Article Number (Transfer from service label)		7006 0100 0005 7410 1792	
PS Form 3811, February 2004		Domestic Return Receipt	
		102595-02-M-1540	

U.S. Postal Service™  
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**OFFICIAL USE**

Postage	\$
Certified Fee	
Return Receipt Fee (Endorsement Required)	
Restricted Delivery Fee (Endorsement Required)	
Total Postage & Fees	\$

Postmark Here: *SAN FRANCISCO CA MACY'S STA # 57 JUL 02 2008*

Sent To: Mr. George Irish, President  
Hearst Newspapers  
Street, Apt. No.; or PO Box No. 300 W. 57th Street, 43rd Floor  
City, State, ZIP+4 New York New York 10019

PS Form 3800, June 2002 See Reverse for Instructions